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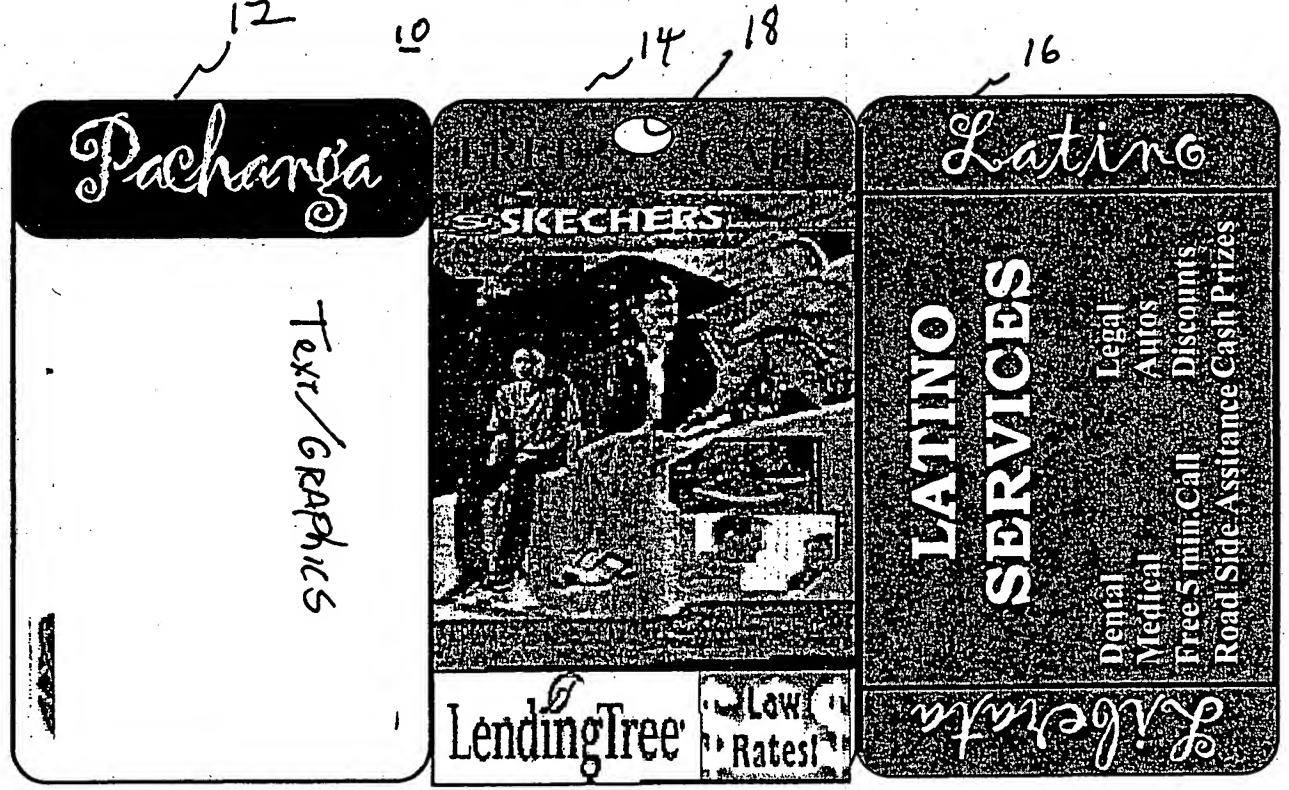
FIG. 1


12
10
14
18
16
Pachanga
Text/Graphics
SKECHERS
LendingTree
Low Rates!
Latino
LATINO SERVICES
Dental
Medical
Free 5 min. Call
Road Side Assitance
Legal
Autos
Discounts
Cash Prizes

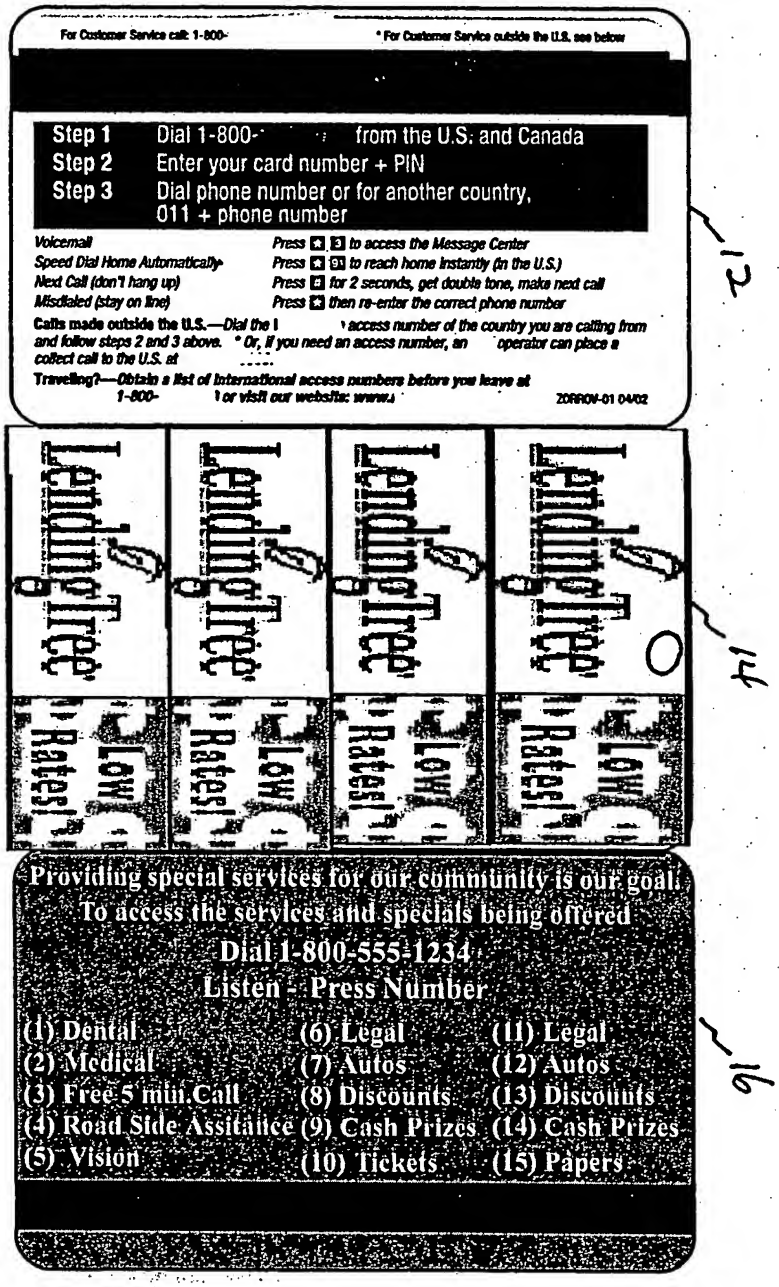
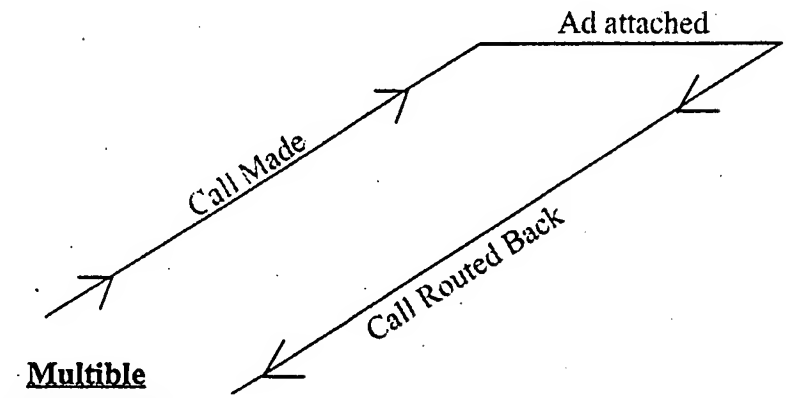

For Customer Service call: 1-800-
* For Customer Service outside the U.S. see below
Step 1 Dial 1-800- from the U.S. and Canada
Step 2 Enter your card number + PIN
Step 3 Dial phone number or for another country, 011 + phone number
Voicemail Press # 3 to access the Message Center
Speed Dial Home Automatically Press # 81 to reach home instantly (in the U.S.)
Next Call (don't hang up) Press # for 2 seconds, get double tone, make next call
Misdialed (stay on line) Press # then re-enter the correct phone number
Calls made outside the U.S.—Dial the 1 access number of the country you are calling from and follow steps 2 and 3 above. * Or, if you need an access number, an operator can place a collect call to the U.S. at
Traveling?—Obtain a list of International access numbers before you leave at 1-800- or visit our website: www.
ZORRON-01 04/02
Landmark Trap
Rates!
Low
Providing special services for our community is our goal.
To access the services and specials being offered
Dial 1-800-555-1234
Listen - Press Number
(1) Dental (6) Legal (11) Legal
(2) Medical (7) Autos (12) Autos
(3) Free 5 min.Call (8) Discounts (13) Discounts
(4) Road Side Assitance (9) Cash Prizes (14) Cash Prizes
(5) Vision (10) Tickets (15) Papers
12
14
16

FIG. 2

Service Bureau(s) System # 1

1. Call received.
2. An Advertising message is attached.
3. Call sent back with an ad.



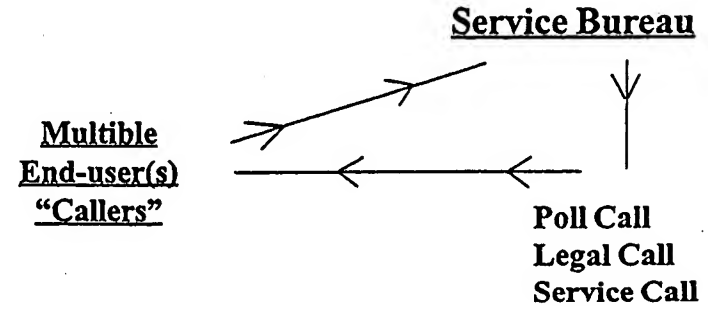
BROKER

Secure advertisers,
Create Commercial,
Dispatch it to different
Service Centers

FIG. 3

Service Bureau(s) System # 2

1. Call received.
2. Caller requests specfic function
3. Call rerouted to new call function
4. After re-directed call is over call is routed back or cut off.



Operational Flow

Example # 1

End-user <u>with</u> service provider IVR capabilities

BROKER

Secure advertisers, Create Commercial, Dispatch it to different Service Centers

1. **Call Placed**
2. **Call goes to switch (Service Center)**
3. **Call rerouted to new call function or message**
4. **Caller enters PIN number.**
5. **Service Provider places call**

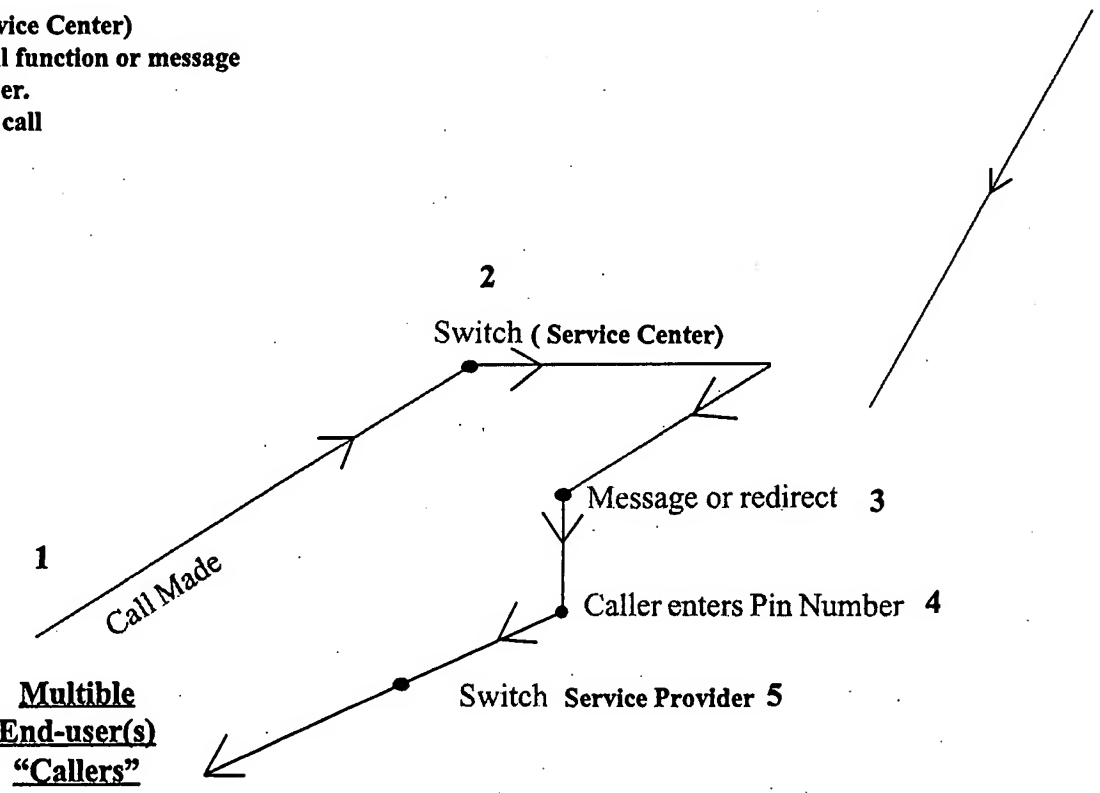


FIG. 4

Operational Flow

BROKER

Secure advertisers, Create Commercial, Dispatch it to different Service Centers

Example # 2

End-user <u>without</u> service provider IVR capabilities

1. **Call Placed**
2. **Call goes to switch (Call Center)**
3. **Call rerouted to new call function or message**
4. **Call rerouted through the Internet to Callers service provider.**
5. **Caller enters PIN number.**
6. **Service Provider places call**

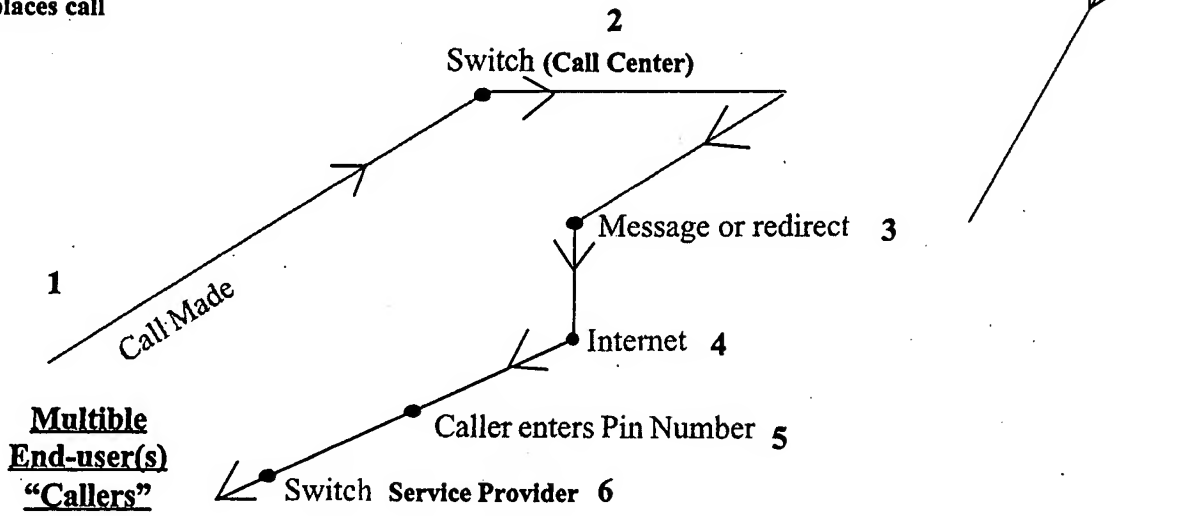


FIG. 5

FIG. 6

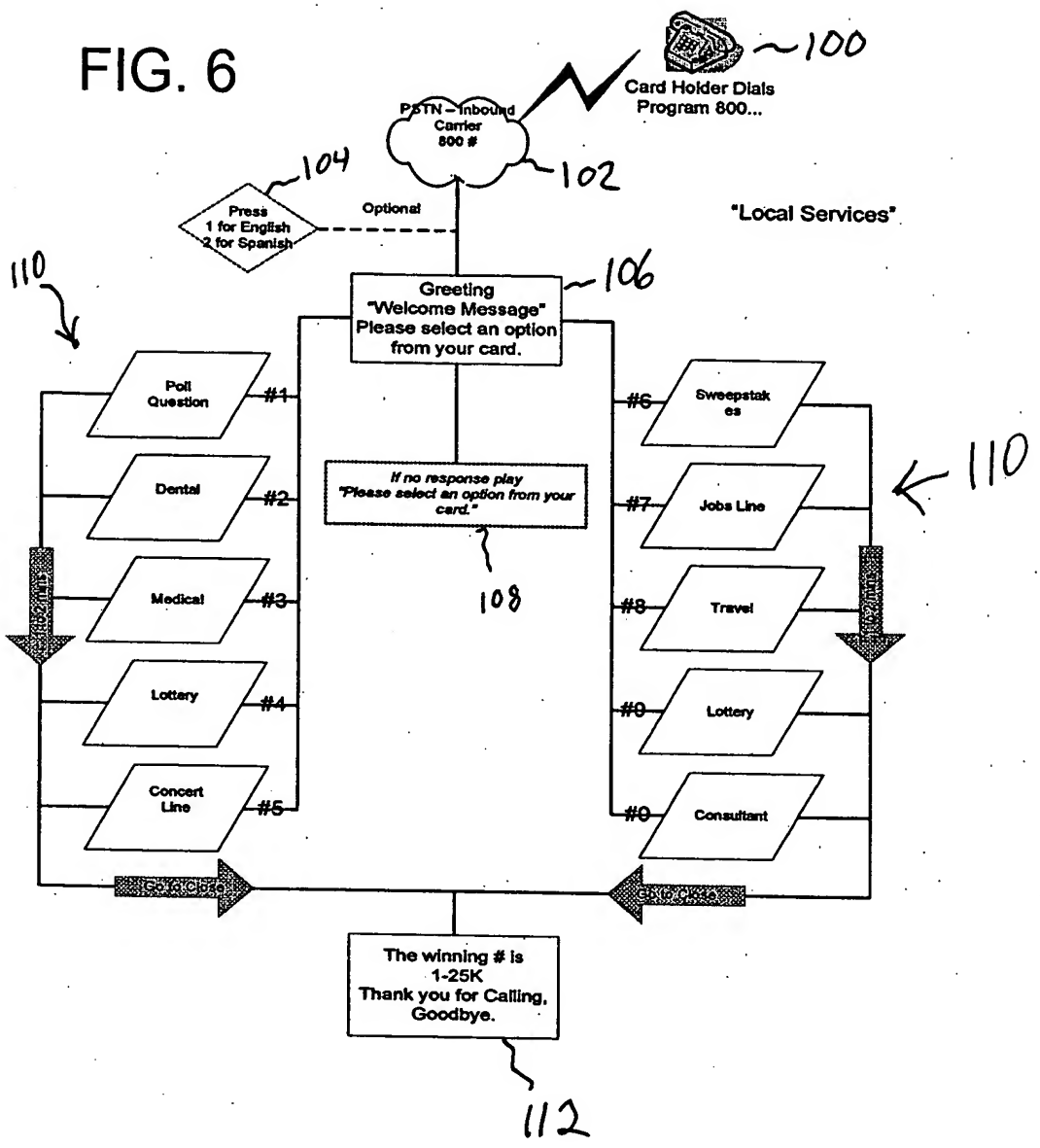
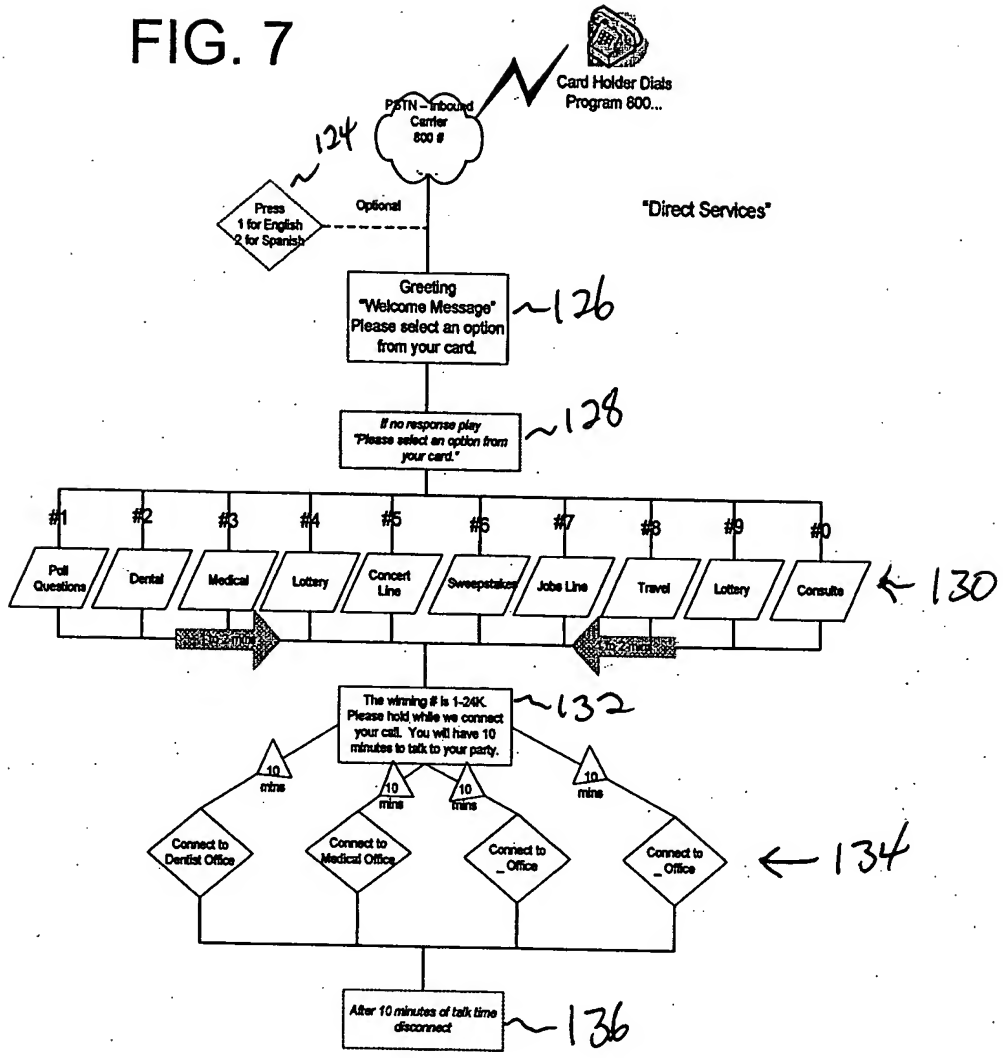

100
Card Holder Dials Program 800...
PSTN – Inbound Carrier 800 #
102
104
Press 1 for English 2 for Spanish
Optional
"Local Services"
110
Greeting "Welcome Message" Please select an option from your card.
106
Poll Question #1
Dental #2
Medical #3
Lottery #4
Concert Line #5
If no response play "Please select an option from your card."
108
#6 Sweepstakes
#7 Jobs Line
#8 Travel
#9 Lottery
#0 Consultant
110
Go To Close
Go To Close
The winning # is 1-25K Thank you for Calling, Goodbye.
112

FIG. 7


Card Holder Dials Program 600...
PSTN – Inbound Carrier 800 #
124
Press 1 for English 2 for Spanish
Optional
"Direct Services"
Greeting "Welcome Message" Please select an option from your card.
126
If no response play "Please select an option from your card."
128
#1
#2
#3
#4
#5
#6
#7
#8
#9
#0
Poll Questions
Dental
Medical
Lottery
Concert Line
Sweepstakes
Jobs Line
Travel
Lottery
Consulte
130
The winning # is 1-24K. Please hold while we connect your call. You will have 10 minutes to talk to your party.
132
10 mins
Connect to Dentist Office
Connect to Medical Office
Connect to _ Office
Connect to _ Office
134
After 10 minutes of talk time disconnect
136

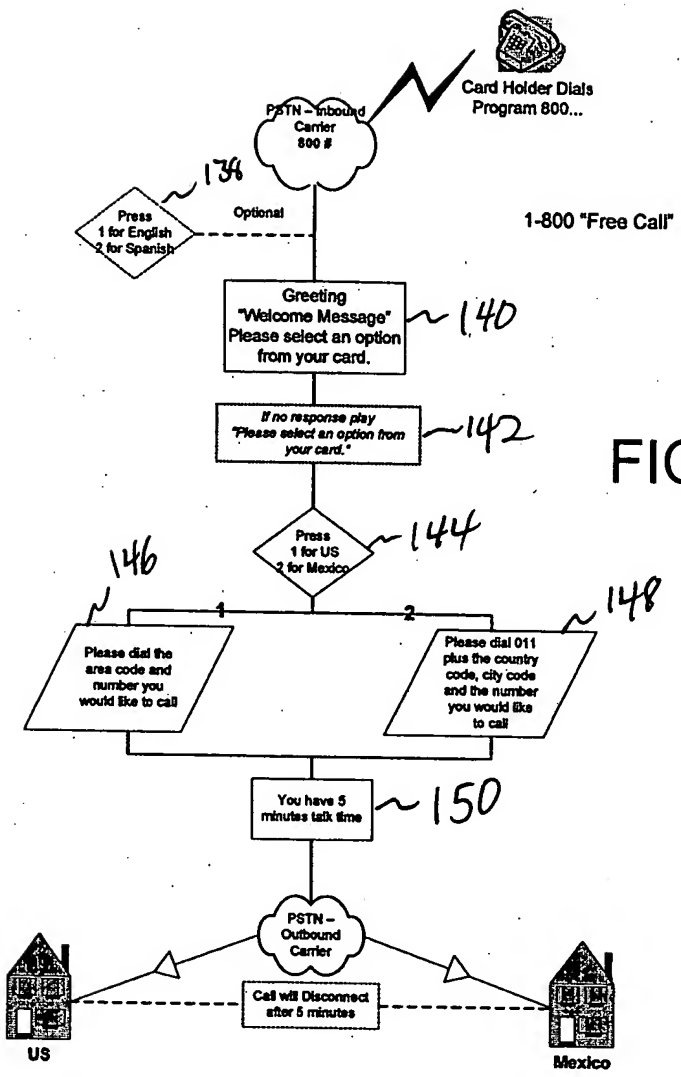

Card Holder Dials
Program 800...
PSTN – Inbound
Carrier
800 #
1-800 "Free Call"
138
Press
1 for English
2 for Spanish
Optional
Greeting
"Welcome Message"
Please select an option
from your card.
140
If no response play
"Please select an option from
your card."
142
Press
1 for US
2 for Mexico
144
146
1
2
148
Please dial the
area code and
number you
would like to call
Please dial 011
plus the country
code, city code
and the number
you would like
to call
You have 5
minutes talk time
150
PSTN –
Outbound
Carrier
Call will Disconnect
after 5 minutes
US
Mexico

FIG. 8

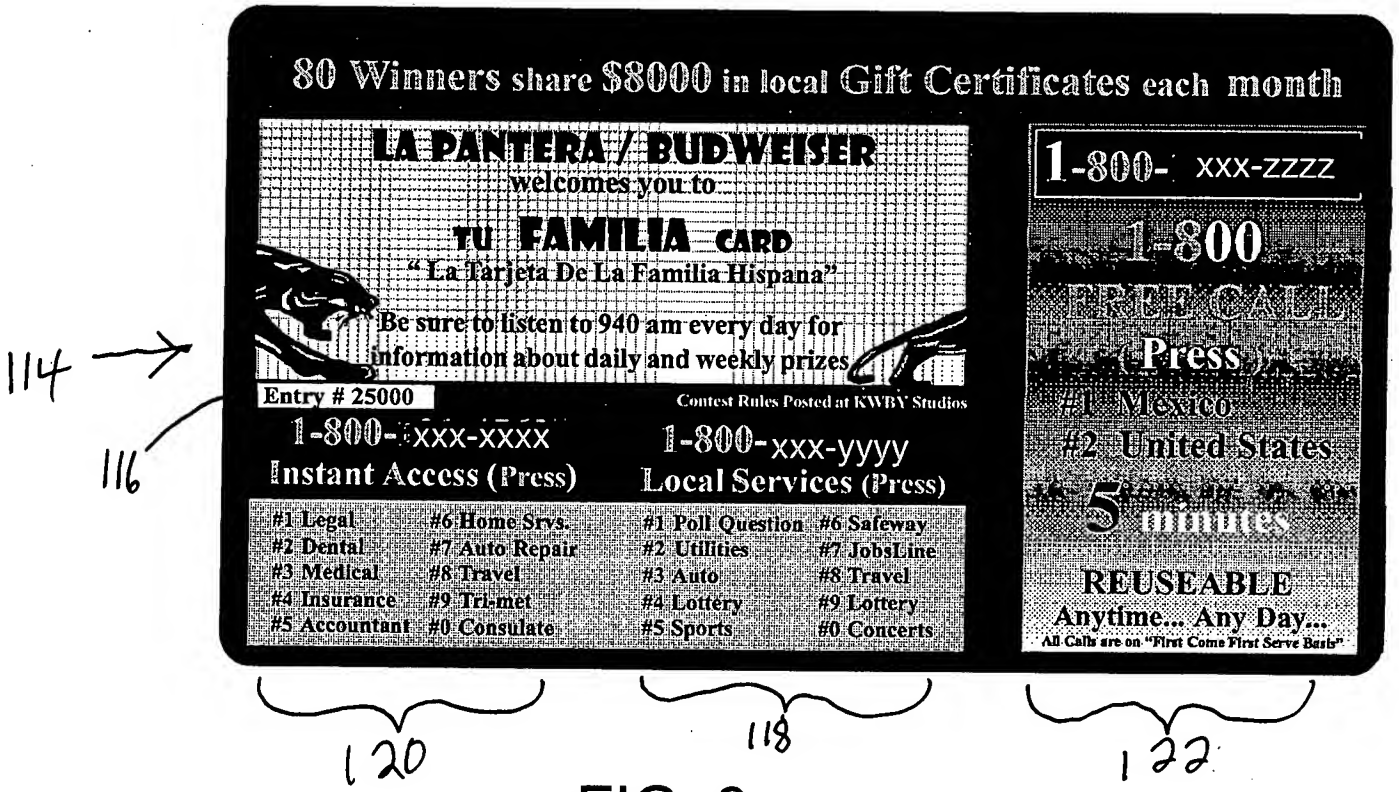

80 Winners share $8000 in local Gift Certificates each month
LA PANTERA / BUDWEISER
welcomes you to
TU FAMILIA CARD
"La Tarjeta De La Familia Hispana"
Be sure to listen to 940 am every day for information about daily and weekly prizes
Entry # 25000
Contest Rules Posted at KWBY Studios
1-800-xxx-xxxx
Instant Access (Press)
1-800-xxx-yyyy
Local Services (Press)
#1 Legal
#2 Dental
#3 Medical
#4 Insurance
#5 Accountant
#6 Home Srvs.
#7 Auto Repair
#8 Travel
#9 Tri-met
#0 Consulate
#1 Poll Question
#2 Utilities
#3 Auto
#4 Lottery
#5 Sports
#6 Safeway
#7 JobsLine
#8 Travel
#9 Lottery
#0 Concerts
1-800-xxx-zzzz
1-800
FREE CALL
Press
#1 Mexico
#2 United States
5 minutes
REUSEABLE
Anytime... Any Day...
All Calls are on "First Come First Serve Basis"
114
116
120
118
122

FIG. 9

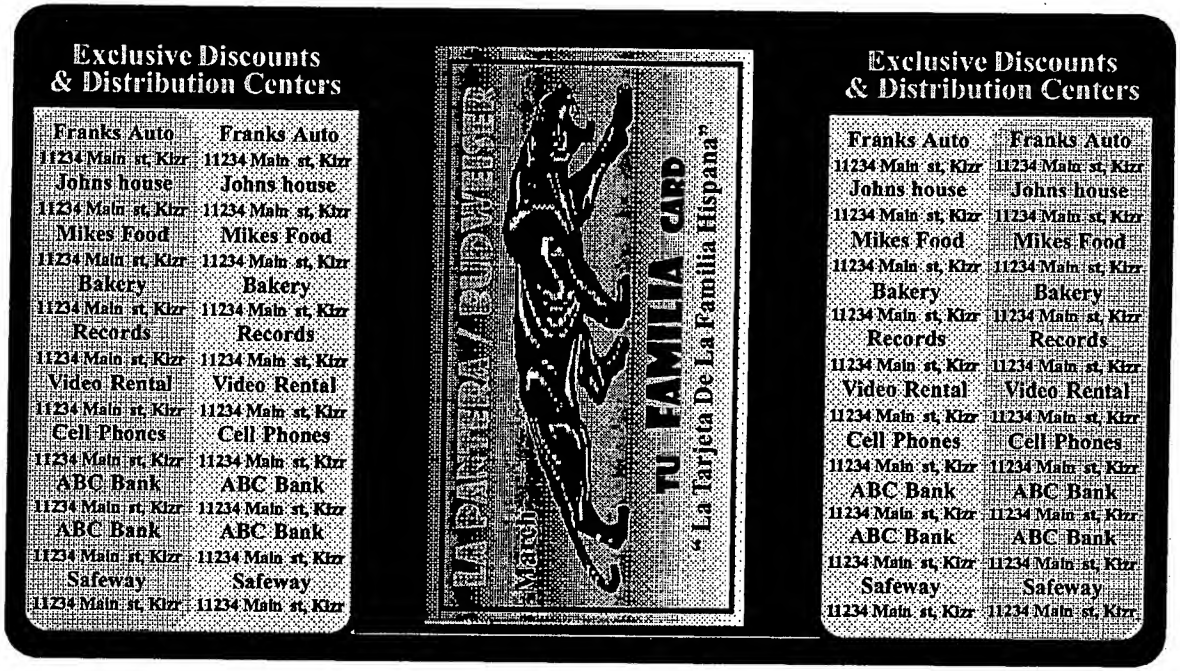

Exclusive Discounts
& Distribution Centers
Franks Auto
11234 Main st, Kizr
Johns house
11234 Main st, Kizr
Mikes Food
11234 Main st, Kizr
Bakery
11234 Main st, Kizr
Records
11234 Main st, Kizr
Video Rental
11234 Main st, Kizr
Cell Phones
11234 Main st, Kizr
ABC Bank
11234 Main st, Kizr
Safeway
11234 Main st, Kizr
TU FAMILIA CARD
"La Tarjeta De La Familia Hispana"
Exclusive Discounts
& Distribution Centers
Franks Auto
11234 Main st, Kizr
Johns house
11234 Main st, Kizr
Mikes Food
11234 Main st, Kizr
Bakery
11234 Main st, Kizr
Records
11234 Main st, Kizr
Video Rental
11234 Main st, Kizr
Cell Phones
11234 Main st, Kizr
ABC Bank
11234 Main st, Kizr
Safeway
11234 Main st, Kizr

FIG. 10

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